

Reduction

On All Winter Goods

At EARNEST'S.

Bargains on Every Side at
This Big Store.

WHILE business has far exceeded any previous year, and this Fall's business has been fully up to our expectations, we yet have a very heavy stock and we realize that in order to reduce same we must cut the price, and we have used the knife freely on all Winter Goods. Great Reductions in DRESS GOODS, SILKS, TRIMMINGS, SHIRT WAISTS, COATS, DRESSES, SUITS, UNDERWEAR, and many other articles too numerous to mention.

Thanking all for their past liberal patronage and confidence, which we will do our utmost to keep, and wishing all a happy and prosperous New Year, We are,

Yours truly,

The Earnest Co

PALATKA, FLA.

218-220-222-224 Lemon Street.
Merryday Block.

"IF EARNEST SAYS IT, IT'S SO."

New Stock of
Bicycles
Just received from New York, Hartford and Atlanta.
Pope Tribune, Monarch, Excelsior and Reading Standard
Repairing Solicited.
All kinds Sewing Machine Needles and Oil.
Call and see the Pyro Alcohol Lamps and Heaters.

EARLS,
417 Lemon St. Palatka, Fla.

SMITH'S
Home made Candy,
Ice Cream,
and Cold Drinks.

Agent for
Huyler Candies.
L. A. SMITH,
Palatka, Florida.

Notice.

Splendid opportunity for man or woman in each locality to sell combination Sick, Accident & Life Insurance policy. Cash distribution or paid up policy in 10 years. Premiums payable monthly. No examination. Experience unnecessary. Address:

HARWOOD WALLACE,
District Manager, Rodman, Fla.
Pure bred Pointer pup for sale, 6 months old; Address, C. C. Sullivan, Lake Como, Fla.

THE BEST IN FLORIDA.

Forty acres, with house, on St. Johns river, next to Brown's Grove, 3 miles from Palatka. Richest land in state, with fine timber. \$2,000.00.
E. L. KEAN,
359 Fort St. West,
DETROIT, MICH.

City Happenings and Personal Mention.

Mr. and Mrs. T. K. Bates of Sanford spent Christmas with relatives here.

Thos. Ringham of Waycross, Ga., spent Xmas here with relatives.

W. M. Williams of Welaka was in the city for a short time on Wednesday.

Johanne Deal of Oak Hill, was a visitor in the city Xmas day.

Miss Bryant of Hawthorne is the guest of her sister, Mrs. J. H. Harrison.

L. W. Fennel of Melrose was among the popular visitors in the city last Saturday.

Mr. McLeod of Welaka has been spending some days in the city this week.

Mrs. M. S. Brown and daughter, Miss Rena Brown, spent yesterday in Jacksonville.

Patton Anderson Chapter U. D. C. will meet with Mrs. M. I. Cox on Thursday Jan. 5th.

DeWitt T. Gray, of Jacksonville is spending a few days with his mother, Mrs. H. A. Gray.

Mrs. Geo. E. Gay spent Monday and Tuesday at Pomona, the guest of Mrs. C. H. Worcester.

Robert Harrison of Atlanta, Ga., is spending a few days in the city, a guest of his brother, Jake Harrison.

Messrs. Julian DuPont and Chas. Burris of St. Augustine, were visitors in the city several hours Xmas night.

Dave Partin of Fernandina, a former Palatka resident, spent Xmas in the city visiting relatives and friends.

Miss Bowman, principal of the Crescent City high school, has been the guest this week of Mrs. O. A. Holmes.

The Ackerman-Stewart Co. is mailing a very beautiful calendar to their lady customers. Those who get it will keep it.

Miss Mervin Ray who is attending a young ladies college at Staunton, Va., is the holiday guest of Miss Dorothy Haughton.

J. H. Haughton of the city drug store has been guilty of sending to the ladies of Palatka one of the prettiest calendar's ever issued.

Mabel Paige and her popular company were greeted with large audiences at the Howell Theater last Monday and Tuesday nights.

Sheriff Kennerly went to Melrose on Tuesday to arrest a negro named Jeff Allen, wanted for assault with intent to murder. He got him.

Mr. and Mrs. Robert E. Troy of Montgomery, Ala., were the Christmas guests of Mr. and Mrs. A. T. Triay on north Third street.

County Superintendent Tucker is spending the week in Pensacola in attendance upon the sessions of the State Educational Association.

Mr. and Mrs. C. P. Cooper of Jacksonville and Mrs. Markham of Tallahassee spent Christmas week with their parents, Dr. and Mrs. E. S. Crill.

Mr. and Mrs. R. R. Brakeman are entertaining Mr. and Mrs. Dwight Chaffee of Great Falls, Mont. They are old neighbors and had not met for 25 years.

J. F. Ganas, one of Putnam county's turpentine magnates, was a business visitor in the city this week. Mr. Ganas now makes his headquarters at Huntington.

The Selden Cypress Door Co. has issued a very beautiful picture calendar, the picture being a copy of W. Verplanck Birney's painting entitled "Looking for the Will."

F. S. Williams was the lucky winner of the \$3, prize money at the clock unveiling in M. S. Brown's clothing store last Tuesday night. The usual large crowd was present.

The Woman's Home Missionary Society of St. James M. E. church will hold its regular monthly meeting at the home of Mrs. J. N. Walton on Monday afternoon at 3:30 o'clock.

Mr. and Mrs. E. M. Earnest went to Jacksonville yesterday in their Rambler touring car, having as guests Mrs. L. A. Smith and Miss Kupperbusch. The party expect to return this afternoon.

Mrs. M. Frank and daughter, Miss Flossie, spent a day here last week as the guest of her sister, Mrs. M. S. Brown. They were from their way to their home in Sanford from an extended visit in New York.

The Davis Cypress Tank factory has been sending as a Christmas greeting to its customers a beautiful reproduction of a water color view of a cypress swamp. The editor of the News is almost persuaded to buy a tank.

Mr. Henry S. Bull one of the prominent men of Florahome died last Tuesday evening. He was aged 85 years, one month and 27 days. His body was brought to this city on Thursday and shipped by E. A. Gerber & Son to Elkhorn, Wis.

An amusing error crept into the Palatka News recently, for the sheriff of Putnam county needed a dozen cots for the jail and the printer chanced to get an "a" substituted for the "o." The result was that tabbies and Toms, Maltese and tortoiseshells and nondescripts were offered to the bewildered official singly and in groups. The News made ample explanation and apology last week, but the story had already gotten around and many of the state newspapers were speculating upon the strange call.—Times Union.

"The Streets of Sopchoppy are Brilliantly Lighted," says the Argus, and to three Gasoline Sun Lights are given the credit for this condition which causes Sopchoppy to resemble "the great white way" of New York city. Bully for Sopchoppy.—Exchange. The local Sunlight man is John T. Bond. He is of the county and they are giving immense satisfaction. It may do John good to know of their use in Sopchoppy; and that's the reason the News is telling him.

The Athletic Association will give a dancing party at the club rooms tonight. Miss Ida Lieb is here from Asheville, N. C., to spend the holiday season with her mother, Mrs. W. Lane Cheeves.

The children of the First Baptist Sunday school had a happy time Monday night with a Christmas tree.

No additional poll tax will be required to vote in the senatorial primary, Jan. 10th. All democrats who were entitled to vote in the November election can vote in the coming primary.

A little crippled dwarf who begged on the streets of Palatka last Wednesday, after four hours work decided to cash in and take the train for the next town. He went to the bank where he got \$15.00 in bills for the dimes and nickels he had gathered in his four hours' work in this city.

County Commissioners Alvers and Solana were at Johnson Station yesterday to investigate and report to the board on a dispute between Messrs. Martin and White of that place over a public road. The attorneys for each of the parties to the dispute went along with the commissioners.

Miss Dorothy Haughton gave a card party on Wednesday evening in honor of her guest, Miss Mervin Ray, and Miss Grizella Merrill. There were some 50 of the young society people of the city present. Six-handed Euchre was the game of the evening, and the ladies prizes were won by Miss Belle Welch and Miss Dorothy Bass. The gentlemen prizes went to Warner Hamm and Chas. Burt.

Deputy Sheriff P. M. Hagan went to Cone's Crossing on Wednesday to arrest Andy Gordon, charged with aiding a fugitive from justice to escape. The warrant in the case was sworn to by Sheriff Kennerly. It has been the practice of negroes in this and other counties to assist others of their color to hide and escape when wanted by the sheriff. This practice Sheriff Kennerly is going to break up. He thinks when two or three have been arrested, convicted and fined \$500 and get a penitentiary sentence of a year, that they will be willing to refrain from the practice. That is the penalty provided by law.

Sands Bros. Not Guilty.

Sands Bros. the electricians have taken exception to a statement in last week's News wherein the fault of the failure of the lights in the court house at the Bryan and Stockton meetings was placed upon the wiring of the building. Mr. Sands said:

"The wiring of this building was done by C. E. Sands, and the work has been passed by the Southeastern T. & L. Association of Atlanta, and is O. K. in every particular. We are willing to submit our work to any expert. The real cause of the failure of the lights at the court house can be easily explained. The building was wired for 104 volts, which is the standard. A 104 volt transformer was set up by the lighting company at the time the lights were first put in the court house, but this was burned out and had to be replaced with a 52 volt transformer, until such time as a new 104 volt transformer could be replaced. It seems that the party who changed this transformer also changed the 104 volt lamps in the building to 52 volt lamps to correspond with the 52 volt transformer, but overlooked the changing of the fuse plugs. The amperage is always raised when the voltage is lowered, and this voltage being changed from 104 to 52 made a difference of just double in the amperage. For example: If a circuit is carrying only 104 volts fused with a ten ampere fuse, the same circuit carrying only 52 volts should be fused with a twenty ampere fuse. These facts will show that it was not the fault of the wiring of the building, but the fault of the man who changed the lamps."

The News is pleased to make this correction. Sands Bros. are most efficient electricians, and this paper would be the last to reflect on their work.

Married at St. Marks.

Mr. Elmer Collins and Miss Jennie Weller, popular young people of this city were married by Rev. Wm. Wyllie at St. Marks Episcopal church last Monday afternoon, and left shortly after for Charleston, S. C., where Mr. Collins for some months has been employed by Guild & Co., the contractors in charge of their engineering department.

The wedding was a quiet affair, no cards, and attended only by relatives of the bride and groom and a few intimate friends.

Mr. and Mrs. Collins will be followed by the best wishes of the people of Palatka.

St. James' Methodist Church.

H. H. H. Pastor.
Services for Jan. 1, 1911, as follows:
Sunday school 9:30 a. m.; J. N. Binkhoff, supt. Mission Sunday—offering for Home Missions.
Preaching and Celebration of the Lord's Supper at 11 a. m.
Exchange service at 7:30 p. m.
SERVICES FOR THE WEEK:
Monday, 8:00 p. m.—W. H. M. S. monthly meeting.
Tuesday, 7:30 p. m.—Teacher's meeting at the parsonage.
Wednesday, 8:00 p. m.—Ladies' Aid society, meeting at the parsonage.
Thursday, 7:30 p. m.—Board of deacons' meeting at the parsonage.
Friday, 7:30 p. m.—Mid-week prayer meeting. At this service the pastor will be in a study of the Psalms—"Gathering of the Psalm."
Friday, 8:30 p. m.—W. H. M. S. meeting. Everybody welcome.

Take

Plant Juice for
Indigestion.

If you have any symptoms of Indigestion or Stomach Trouble, such as heartburns, sourness, belching of gas, shortness of breath, dizziness, dimness of vision, or sick headache, take Dillingham's Plant Juice, which is guaranteed to give relief.
Thousands of testimonials on file prove the merits of Plant Juice. Price, \$1 a bottle, at all druggists. Express prepaid on six bottles for \$5.
If you want to digest your meals, so that life will be a pleasure, get a bottle of Plant Juice today from City Drug Store.

Write for Free Plant Juice Book to
F. A. DILLINGHAM, 831-833 W. Fifth St., Cincinnati, O.

Notice.

The annual meeting of the Stockholders of the Selden Cypress Door Company will be held at the office of the company in Palatka, Florida, on Friday, February 24, 1911, at 10 o'clock in the forenoon.

GEO. B. SELDEN,
President.
12-30-51
FOUND—Watch. Owner can have same by satisfactory description and payment of advertising. Inquire at News Office.

FOR SALE—Thoroughbred Barred Plymouth Rock Cockerels—\$1.50 and \$2.50 each. W. C. Cartledge, Huntington, Fla. Dec 30 21

Baby won't suffer five minutes with cramp if you apply Dr. Thomas' Electric Oil at once. It acts like magic.

CHRISTMAS GIFTS

For Men and Boys.

Don't put off the purchase of your Christmas gifts till the last.

Take time for deciding what you want.

We can help you, we are sure, when it comes selecting a gift for husband, son or brother. Just some suggestions:

Box of Socks, Beautiful Silk Initial H'd'k'fs.

Fine Pair Suspenders, Gloves,

Fine Neckwear.

See samples in our window.

Men's and Boy's Suits of the Celebrated

Griffon hand-tailored brand.

Crawford and Stetson Shoes.

Wilson Bros. Shirts and Underwear.

Men of Taste know what these makes mean in Style and Workmanship.



M. S. Brown, Clothier,
Palatka, Fla.

All Next Week!

Corner Sixth and Main.

PALATKA, FLA.

Jonny J. Jones EXPOSITION SHOWS

And Trained Wild Animal Exhibition.

Johnny J. Jones is known to have the Cleanest and Most Up-to-date Shows on the Road.

2 Large Brass Bands.

3 Large Free Acts.



Merry-Go-Round,
Ferris Wheel and
Ocean Wave.

Don't Fail to see
JUMBO,
the largest Snake in
the World.

Largest and best Groupe of
Performing

**Bengal Tigers in
the World,**

Featuring Captain Curly
Wilson and Mdm Louise
Laurilla, America's Fore-
most Animal Trainers.

See the
Old Plantation,
the Fun Factory of
them all.

Concert Every Evening by the Royal Italian Band.
The Largest and Best Show of its Kind Ever Seen Here Before.

See Capt. Dave Darella's Sensational High Dive.

See Cyclone's Hair-raising "Leap the Gap."

Model T. 1911
Mitchell Cars.
"Silent as the foot
of Time."
"The car you ought
to have
at the price you
ought to pay."
Palatka Automobile & Supply Company, Phone 125, PALATKA, FLORIDA.